

ABSTRACT

This invention provides nucleic acid sequences, vectors and host cells comprising regulatory regions associated with various promoters including a cyclin D1 promoter, a  
5 CD40L promoter, three HBV promoters (core, pre-S1 and HBV-X), a vancomycin-resistant enterococci (VRE) promoter, an androgen receptor promoter, a Her2 promoter, and a  $\beta$ -lactamase promoter. The invention further provides methods of regulating gene expression comprising the regulatory regions of such promoters.

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